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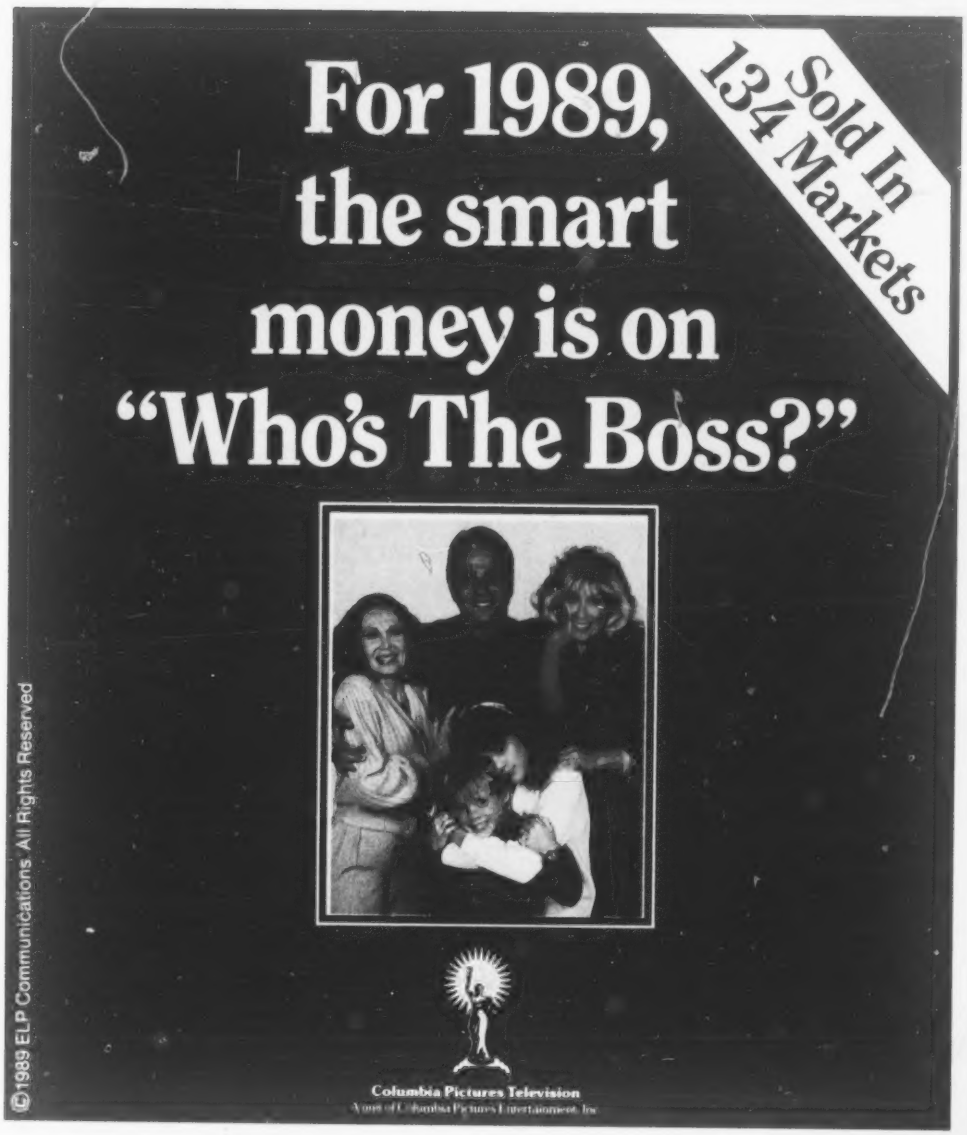
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting ϟ Jan 23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NATPE
58th Year 1989

Vol. 116 No. 4

Broadcasting Jan 23

Eye on America...

Fifth Estate journalists keep pace with week's breaking news nationwide, from George Bush's promise of gentler

Photo courtesy of CNN

America to senseless schoolyard massacre in Stockton, Calif. **PAGE 67.**

Art of the deal...

How much program buying will take place at NATPE International's gathering in Houston this week remains to be seen. But tabloid programs, children's fare and game shows are among offerings. **PAGE 82.** Convention agenda and list of exhibitors and their products begin on **PAGE 83.**

NAB 'love fest'...

National Association of Broadcasters' joint board of directors meeting in Scottsdale, Ariz., is harmonious, with approval of NAB's $15.7 million budget (details on page 143) and no major policy struggles. **PAGE 72.**

70/**PARAMOUNT BUY**
Paramount Pictures and New York investment bank Salomon Brothers reach agreement in principle giving former option to purchase Salomon's majority holdings in independent TV station group, TVX Broadcast Group.

74/**RIVERA BUY**
Five Hispanic businessmen, including Geraldo Rivera and comedian Richard (Cheech) Marin, announce formation of company to buy television stations.

126/**PREPARING FOR 'WAR'**
ABC hopes to offer more consistent scheduling of remaining hours of *War and Remembrance*. Network also prepares for possibility of Screen Actors Guild strike in July.

128/**CABLE HIGHLIGHTS**
Among highlights of cable press tour: HBO says it will introduce new basic cable channel; Showtime agrees with Fox/Lorber Associates to syndicate specials package and TNT and USA Network focus on original movies. Additionally, Lifetime says it will premiere two new series this year and The Disney Channel is bringing back *Mickey Mouse Club*.

91/**IN THE GAME**
In this "At Large" interview with BROADCASTING editors,

Columbia Pictures Television's Gary Lieberthal takes stock of TV and syndication businesses, charting their pasts and looking toward future.

134/**'ZOO MASTER' RESIGNS**
WHTZ(FM) Newark, N.J.'s Scott Shannon—driving force behind station's climb to number one in New York market—says he won't be renewing his contract.

132/**ACES SHOWING**
HBO wins top honors in 10th

annual national Academy of Cable Programing ACE awards, comfortably outdistancing its nearest competitor, which won eight.

152/**BSB PROFILE**
Former Saatchi & Saatchi Communications CEO Anthony Simonds-Gooding explains strategy of British Satellite Broadcasting, which includes competing head-to-head with Rupert Murdoch's Sky TV.

175/**MEETING THE CHALLENGE**
ESPN chief Roger Werner has helped make once struggling all-sports cable network largest and among most profitable.

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nis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion" telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC cross-ownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CPs	TOTAL
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit.

Direct Broadcast Satellites

■ Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve the entire nation from one orbital position, last week joined Dominion Satellite and Continental Satellite in opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments due last week are due Jan. 31.

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early this year.

GE Americom and HBO (Crimson Satellite Associates) filed petitions in early January asking FCC to reconsider its Nov. 8, 1988, decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 watts to 60 watts. Denial of power boost, which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose DBS plan was set to go to parent, General Motors, for approval by end of 1988 but has yet to achieve that green light. Hughes DBS's 200-watt power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Requests to fund projects should be

small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

■ **Feb. 8-12**—*International Radio and Television Society* faculty/industry seminar. Theme: "Beyond Tomorrow: Electronic Media Star Wars." Keynote speaker: Kenneth Roman, Ogilvy Group. Roosevelt hotel, New York. Information: (212) 867-6650.

■ **Feb. 9**—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, president, NBC Entertainment; Brandon Stoddard, president, ABC Entertainment; and Kim LeMasters, president, CBS Entertainment. Waldorf-Astoria, New York.

Feb. 10—Deadline for entries in *Corporation for Public Broadcasting*'s Public Television Local Program Awards, "recognizing outstanding local programing in public television." Information: (202) 955-5211.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

Feb. 13—Deadline for entries in E.W. Scripps Award for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

■ **Feb. 13**—Roundtable forum on libel reform proposal of *Annenberg Washington Program*. Panelists include libel specialists from law and journalism schools. Annenberg office, Willard office building, Washington. Information: (202) 393-7100.

Feb. 13-14—*Georgia Cable Television Association* annual convention. Omni International, Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 15—*New York Television Academy* drop-in luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

Feb. 15—Deadline for entries in 17th annual Clarion Awards, "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

Feb. 16—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

Feb. 16-19—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

Feb. 20—Deadline for entries in Charles E. Scripps Award recognizing "outstanding efforts in

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1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, *publisher*

Editorial

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Mark K. Miller, Harry Jessell, *assistant managing editors*
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Bureaus

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Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent*
Rich Brown, George Mannes, *staff writers*
June Butler, *advertising assistant*

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Tim Thometz, *Western sales manager*
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common stock.

Salomon expects to contribute its 1.4 million shares of voting common stock to the venture with Paramount, along with about 3.3 million shares of preferred stock, which will be converted to common. If Paramount, as expected, purchases a 49% stake in the venture, Salomon will sell 2% to the managers of the venture, leaving Salomon with a venture share equal to Paramount's. A source close to the transaction said that it was possible that current TVX management would be the manager of the venture, which is expected to control 51% of the company's voting common stock.

The $10.4 million purchase price mentioned for Paramount's stake in the joint venture represents a price of $4.50 per share of the common stock. On the day the deal was announced, TVX's stock rose $1.625 per share to close at $3.875.

TVX plans to hold on to WTXF-TV Philadelphia, KTXA(TV) Fort Worth, KTXH(TV) Houston, WDCA-TV Washington and WLFL-TV Raleigh-Durham, N.C. All of those stations, other than WLFL-TV, were acquired in the 1987 Taft purchase. The company is seeking buyers not only for its Memphis station, mentioned above, but also for its New Orleans, Norfolk, and 80%-owned San Antonio stations. Last year, TVX sold WCIX-TV Miami to CBS for $59 million.

For the nine months ended Sept. 30, 1988, TVX reported an operating loss of $14.8 million on revenues of $138.4 million. At that time, the company said it had current and long-term program contract liabilities totalling $109 million. It is not known how much of that money, if any, is owed to Paramount.

Paramount has a small interest in WGBS-TV Philadelphia, a station that competes with TVX's local WTXF-TV. Following the reorganization of Grant Broadcasting in bankruptcy proceedings last year, Paramount took a stake smaller than 5% in Combined Broadcasting, the company that took over Grant's stations, including WGBS-TV. A spokesman for Paramount said that because of the small size of Paramount's holdings in Combined Broadcasting, the company's holdings in both Philadelphia stations "won't create a problem."

One pre-existing tie between Paramount and the TVX stations is Lucy Salhany, president of the domestic television division of Paramount Pictures. Before she joined Paramount, Salhany worked for several years as vice president of television and cable programing for Taft Broadcasting. □

BFM survey ignites controversy over barter impact

Other results: slightly fewer network preemptions indicated; business managers expect continued increases in program costs

Results of a survey to be presented at the NATPE International convention this week indicate that many stations do little profit and cost analysis before making programing decisions and do not attempt to involve either financial or sales people in the programing process. The survey, distributed by the Broadcast Financial Management Association to business managers of 1,000 TV stations, indicates that despite intentions of not spending more for programing, station programing costs at most stations are expected to increase by high-single-digit or double-digit percentages over the next five years. The advent of barter programing worsened a station's profitability, according to almost half of those responding.

Not surprisingly, those said to be most involved in programing acquisitions were the general managers and program managers. One-quarter of business and financial managers said they had no involvement in cash programing decisions while sales managers had slightly more involvement. Sales managers were less involved in the acquisition of barter programing than financial managers.

The lack of involvement may lead to apathy; almost one-third of the business managers said they had not read their station's May rating book (the BFM survey was conducted in October).

Whether a station undertakes a profit/cost analysis before making a program decision may depend on the type of programing it's considering. For syndicated programs, such analysis is virtually always done, according to the survey, whereas for feature film packages, analysis is always done by only about half the stations. And for barter programs almost two-fifths said they did a profit/cost analysis only "sometimes" or "never."

The survey provided seemingly opposite answers to the question of programing costs. When asked specifically about different programing forms and whether the station expected to increase its expenditures (see chart), most said they were planning to spend the same, except that roughly half of the stations said they will be spending more on local news and other local programing. However, between 30% and 45% said they would spend less on first-run hours, children's shows and mini-series.

When asked whether programing costs overall would increase next year, only 8% of the respondents said they expected station program costs to go down. Roughly one-fifth said that costs would increase between 1% and 5%; one-quarter between 6% and 10%; one-fifth between 11% and 15%, and almost one-quarter said programing costs would increase more than 16%. For a longer-term projection of programing costs there was a similar spread, with more than three-quarters saying cost increases would average 6% or more over the next five years.

Two-thirds of station business managers indicated the amount of network preemptions would not change at their station in the next year. Roughly 15% said they would preempt "somewhat more"; none said they would increase "substantially more." Saying they would preempt "somewhat less" were 13.8%, and "substantially less," 4.8%.

The BFM survey was initially suggested by NATPE, but the final survey was sponsored by BFM alone. Some NATPE members are reportedly upset by the results to one question: "In your opinion, has the advent of barter programing affected your station's profitability?" Twice as many of those responding said that barter had "somewhat" or "substantially" worsened profitability as those who said barter improved profitability. Roughly one of three respondents indicated it had not changed profitability. Barter spots accounted for more than 50 minutes per week at almost two-thirds of the stations responding.

After discussion with some NATPE members, BFM decided to add George Back, president of All American Television, to the panel session at which the survey results will be presented. The survey drew a 15% response rate, said Bob McAuliffe, BFM's executive director. Of the roughly 145 respondents, half were part of privately owned station groups; another quarter were part of publicly held station groups, with most of the rest being stand-alone privately owned stations. □

*Program spending strategies: Keeping the cash at the station**

Percentage intending to spend	More	Less	Same
Local programing	51.9	6.2	41.7
Local news	45.6	5.5	48.8
Sports	25.3	16.1	58.4
Off-network sitcoms	21.6	27.6	50.7
First-run sitcoms	18.8	22.8	58.2
Game shows	12.0	26.6	61.2
First-run hours	11.2	31.8	56.8
Kids-live action	8.7	39.6	51.5
Animation	7.0	43.3	49.6
Mini-series	6.3	44.4	49.2
Off-network hours	5.0	65.0	30.0

**From 1988 BFM survey. Number of responses varied by programing category. Average response was 120.*

special.

Chick Hearn, ***Los Angeles Lakers Basketball***, Prime Ticket □ Sports play-by-play announcer.

Marc Payton, ***NFL: Cleveland at San Francisco***, ESPN □ Directing live sports events coverage special or series.

Rip Torn, ***Laguna Heat***, HBO □ Supporting actor in a movie or mini-series.

Juliet Stevenson, ***The Race for the Double Helix***, A&E □ Supporting actress in a movie or mini-series.

Stockard Channing, ***HBO Showcase: Tidy Endings***, HBO □ Actress in a dramatic or theatrical special.

Daniel Massey, ***HBO Showcase: Intimate Contact***, HBO □ Actor in a dramatic or theatrical special.

Richard Hartley, ***HBO Showcase: The Impossible Spy***, HBO □ Original score.

Joey Carbone, Michelle Nicastro, Tom Gammill, Max Pross, ***It's Garry Shandling's Show***, Showtime □ Original song.

Billy Joel, ***HBO World Stage: Billy Joel from Leningrad, USSR***, HBO □ Performance in a music special.

Matt Forest, ***Wired***, USA □ Art direction: Program graphics.

Mauro Pagano, ***Aida***, Bravo □ Art direction for a comedy or music special.

Alan Price, ***The Ray Bradbury Theater: Punishment Without Crime***, USA □ Art direction for a comedy or dramatic series.

Ken Sharp, ***Codename: Kyril***, Showtime □ Art direction for a dramatic or theatrical special, movie or mini-series.

Jurgen Rose, ***Onegin***, Bravo □ Costume design for a comedy or music special.

Annie Hardinge, ***Blackadder the Third***, A&E □ Costume design for a comedy or dramatic series.

Ruth Myers, ***Baja Oklahoma***, HBO □ Costume design for a dramatic or theatrical special, movie or mini-series.

Sheryl Leigh-Ptak, ***HBO Comedy Hour Live: Harry Shearer: The Magic of Live***, HBO □ Makeup.

Wildlife Chronicles, Discovery Channel □ Educational or instructional series.

AIDS: Everything You and Your Family Needs to Know...But Were Afraid to Ask, HBO □ Educational or instructional special.

Living Dangerously: Paucartambo: Adventure Down the Inca River, A&E □ Recreation and leisure special or series.

Ballerina, A&E □ Cultural or performing arts special or series.

Cinemax Sessions, Cinemax □ Music series.

The Ninth Annual ACE Awards, HBO □ Variety special or series.

Ken Russell, ***Bravo Profile: The South Bank Show: Ken Russell's ABC of British Music***, Bravo □ Writing a music special or series.

Antony Jay, Jonathan Lynn, ***Yes, Prime Minister***, A&E □ Writing a comedy series.

Gavin Millar, ***HBO Showcase: Tidy Endings***, HBO □ Directing a dramatic or theatrical special.

Tony Mitchell, ***Cinemax Sessions: Roy Orbison & Friends: A Black and White Night***, Cinemax □ Directing a music series.

Keith MacMillan, ***The Second Annual Prince's Trust All Star Rock Concert***, HBO □ Directing a music special.

Bill Klages, Bob Dickinson, Kirk Witherspoon, Olin Younger, ***Videopolis Superstar Special***, Disney Channel □ Direction of photography and/or lighting direction for a comedy or music special.

Jack Wallner, ***Vietnam War Story: R&R***, HBO □ Direction of photography and or lighting direction for a comedy or dramatic series.

Mikael Salomon, ***The Man Who Broke 1,000 Chains***, HBO □ Direction of photography and/or lighting direction for a dramatic or theatrical special, movie or mini-series.

Mike Hoover, Tim Huntley, ***Afghanistan—The Secret War***, Discovery □ Editing for a documentary special or series.

Glenn A. Morgan, Ted Levy, ***Motown on Showtime: Michael Jackson...The Legend Continues***, Showtime □ Editing for a comedy special or series-music special.

Ralph Sheldon, ***Mandela***, HBO □ Editing for a dramatic special or seriestheatrical special, movie or mini-series.

Double Dare, Nickelodeon □ Game show special or series.

In Search of a Drug-Free America, CNN □ Short-form programing special or series.

America Undercover, HBO □ Documentary series.

Peter Ustinov, ***Peter Ustinov in China***, Discovery □ Informational or documentary host.

Inside Politics '88, CNN □ News special or series.

CNN's Coverage of the Washington and Moscow Summits, CNN □ Extended news or public affairs coverage.

In the Wee Wee Hours, Discovery Channel □ Public affairs special or series.

Week 17 goes to NBC, delivering 37.7 million households

NBC took the ratings week (ended Jan. 15) with a 16.1 rating and 25.9 share. ABC finished second with a 13.0/21.0. CBS fell to third place with a 12.6/20.3 for the week.

Last year, NBC took the 17th week of the 1987-88 season with an 18.0/28.5, while CBS came in second with a 13.7/21.7 and ABC third with a 12.5/19.8. Those ratings numbers represented a combined 44.2 rating, or 39.2 million households.

In the evening news race for week 17, CBS won with a 12.1/21 over ABC's 11.4/19 and NBC's 10.9/19. For the same week last year, the news numbers were: CBS, 12.5/21; ABC, 12.0/20, and NBC, 11.9/20.

In prime time, Monday went to NBC, which averaged a 15.6/24.0. ABC and CBS tied, scoring a 14.2 rating each. Part two of NBC's *Twist of Fate* averaged a 15.2/24 and ranked 33rd for the week, beating ABC's competing Monday movie, *Prince of Bel Air*, which averaged a 14.6/23 to rank 37th.

Tuesday went to ABC's 18.2/28.1, edging out NBC's 17.9/27.7 and leaving behind CBS's 11.1/16.6. CBS's Tuesday movie, the theatrical "Starman," averaged an 11.8/18 to rank 50th for the week.

Wednesday went to NBC, which pulled a 15.1/24.3. ABC averaged a 14.2/23.3, and CBS a 9.4/15.5.

Thursday went to NBC's 24.1/37.1. CBS managed a 12.3/19.3 and ABC an 8.0/12.4.

Friday night was an ABC win—15.7/26.6—with the nearest competitor being CBS, which pulled a 12.7/21.7 for the night. NBC averaged a 10.7/18.3.

Saturday was another NBC win, 18.9/33.8. The closest ABC could come was an 8.5/15.1 evening average, while CBS posted a 6.8/11.8. Sunday was CBS's night when the network posted a 19.3/30.4. ABC came in with a 12.7/19.8. NBC closed out the night with an 11.9/18.3.

	Nielsen	Net	
1.	29.8/45	N	Cosby Show
2.	26.1/39	N	Different World
3.	25.4/38	N	Cheers
4.	23.4/34	A	Roseanne
5.	22.5/34	A	Who's the Boss?
6.	22.2/38	N	Golden Girls
7.	21.9/33	C	Murder, She Wrote
8.	21.3/35	C	60 Minutes
9.	21.2/34	N	L.A. Law
10.	20.9/32	N	Dear John
11.	20.6/36	N	Empty Nest
12.	20.1/30	N	In the Heat of the Night
13.	19.6/30	N	Unsolved Mysteries
14.	19.2/30	A	Growing Pains
15.	19.1/36	N	Hunter
16.	18.1/27	N	Matlock
17.	17.6/26	N	ALF
18.	17.4/26	C	Designing Women
19.	17.4/25	C	Murphy Brown
20.	17.3/28	C	CBS Sunday Movie
21.	17.2/29	A	Full House
22.	17.0/29	N	Amen
23.	16.9/26	A	Wonder Years
24.	16.7/26	A	ABC Sunday Movie
25.	16.5/25	A	Moonlighting
26.	16.2/28	A	20/20
27.	16.1/25	N	Night Court
28.	16.0/27	A	Perfect Strangers
29.	15.6/25	C	Knots Landing
30.	15.6/26	N	Midnight Caller
31.	15.6/28	N	227
32.	15.4/22	N	Hogan Family
33.	15.2/24	N	NBC Monday Movie
34.	15.0/25	A	Mr. Belvedere
35.	15.0/25	A	thirtysomething
36.	14.9/25	C	Dallas
37.	14.6/23	A	ABC Monday Movie
38.	14.4/21	C	Kate and Allie
39.	13.7/23	A	Just the Ten of Us
40.	13.6/22	N	My Two Dads
41.	13.5/20	A	MacGyver
42.	13.4/20	N	Family Ties
43.	13.3/21	N	NBC Sunday Movie
44.	12.8/19	C	Newhart
45.	12.5/22	A	China Beach
46.	12.2/21	C	Falcon Crest
47.	12.2/24	C	Wiseguy
48.	12.0/19	A	Presidential Farewell Address
49.	12.0/21	N	Miami Vice
50.	11.8/18	C	CBS Tuesday Movie
51.	11.6/19	C	Almost Grown
52.	11.3/18	C	Equalizer
53.	11.0/19	C	Beauty and the Beast
54.	11.0/17	C	48 Hours
55.	10.8/16	A	Dynasty
56.	10.8/18	N	Miami Vice Special
57.	10.5/17	A	Hooperman
58.	10.4/15	N	Day by Day
59.	10.3/16	C	Paradise
60.	10.3/15	F	Married...With Children
61.	9.8/17	A	ABC Saturday Movie
62.	9.6/14	C	Tour of Duty
63.	9.3/16	N	World of Disney, special
64.	9.1/14	F	America's Most Wanted
65.	8.9/14	N	Magical World of Disney
66.	8.8/13	A	Mission: Impossible
67.	8.4/14	A	Incredible Sunday
68.	7.9/15	N	Tattinger's
69.	7.2/12	C	CBS Saturday Movie, special
70.	7.1/13	C	West 57th
71.	7.1/12	F	21 Jump Street
72.	7.0/11	A	Heartbeat
73.	6.3/10	A	Knightwatch
74.	6.2/10	C	TV 101
75.	6.0/11	A	Murphy's Law
76.	5.2/8	F	Garry Shandling Show
77.	5.0/9	C	Dirty Dancing
78.	4.7/8	F	Reporters
79.	4.1/6	F	Tracey Ullman Show
80.	3.6/6	F	D. Hartman-Early Warning

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